



## Michigan Retail Index

February 2014 results

Index figures dating to July 1994 are available at <http://www.retailers.com/mra/news/michigan-retail-index.html>

### February Performance

Retailers reporting increased, decreased or unchanged sales, inventory, prices, promotions and hiring compared to the same month a year ago

(numbers in parentheses indicate January results)

	% Increased	% Decreased	% No Change	Index*	Responses
Sales	42 (30)	46 (46)	12 (24)	49.0 (42.5)	91 (104)
Inventory	28 (31)	31 (28)	41 (41)	52.4 (61.3)	90 (101)
Prices	28 (27)	7 (8)	65 (65)	59.3 (63.4)	89 (103)
Promotions	30 (22)	3 (9)	67 (69)	61.3 (60.2)	90 (103)
Hiring	8 (11)	12 (11)	80 (78)	47.2 (50.8)	90 (103)

### Outlook for Next 3 Months

Retailers expecting increased, decreased or unchanged sales, inventory, prices, promotions and hiring compared to the same period a year ago

(numbers in parentheses indicate January results)

	% Increased	% Decreased	% No Change	Index*	Responses
Sales	54 (45)	19 (20)	27 (35)	61.7 (58.5)	90 (103)
Inventory	38 (23)	20 (25)	42 (52)	52.7 (47.6)	88 (101)
Prices	24 (19)	2 (10)	74 (71)	60.7 (55.3)	88 (103)
Promotions	38 (34)	1 (5)	61 (61)	65.3 (64.0)	89 (103)
Hiring	14 (13)	9 (7)	77 (80)	50.2 (52.0)	88 (102)

### February Sales Performance & Outlook for Next 3 Months, by Region

(the first number indicates sales performance for the month; the number in parentheses indicates outlook for the next three months)

	% Increased	% Decreased	% No Change
North	39 (39)	33 (22)	28 (39)
West	33 (53)	48 (14)	19 (33)
Central	58 (55)	42 (27)	0 (18)
East	29 (29)	57 (28)	14 (43)
Southeast	45 (69)	52 (14)	3 (17)

\*Seasonally adjusted diffusion index. A diffusion index, which is the sum of the percent of respondents indicating increase and half the percent indicating no change, is calculated and then seasonally adjusted using the U.S. Census Bureau's X-11 Seasonal Adjustment procedure. Index values above 50 generally indicate an increase in activity, while values below 50 indicate a decrease.